

# Chest Workers Poised for Drive



**CHEST HOSTESSES . . .** Take time out to pose with the Chest's "Helpmobile" during its tour of the Los Angeles Community Chest area. Torrancia "Helpmobile" hostesses shown here are Mmes. Edward Schneider, 3520 W. 185th, and Harold Noble, 2213 173rd, left to right at top, and William Nary, 17210 Spinning Ave., left, bottom, with Jesse M. Salcido, 2222 W. 173rd. They will all participate in the Torrancia residential part of the Chest campaign Nov. 2.

## Official Drive Opens Thursday

Nearly 1,000 volunteers are scheduled to launch an all-out campaign in Torrancia beginning next Thursday to raise the city's quota for the annual Community Chest campaign.

While a number of divisions of the annual campaign have been busy during recent weeks, the major drive is scheduled to start Thursday with 835 residential workers beginning a house-to-house canvass of the area.

**EIGHTY PER CENT** of this year's funds will be allocated to health and welfare services for children, campaign officials declared. Workers are being urged to secure 100 per cent of their goal "as fast as possible." Mrs. Edward Schneider, residential chairman for the city, told volunteers this week that the need for funds was urgent. To meet the quota, she said the city had been divided into areas, and that each volunteer had a specific number of homes to contact during the drive.

**THOSE MISSED** on the first round can expect the volunteer to call back, Mrs. Schneider said.

A report luncheon for the Harbor area has been scheduled in San Pedro for Nov. 9. Reports from each city will be due at that time, and awards will be presented to those with top records.

### Chain Store Declares Quarterly Dividend

Directors of Broadway-Hale Stores, Inc., at a meeting held recently declared a quarterly dividend of 25 cents a share on the outstanding Common Stock of the corporation, payable Nov. 30 to stockholders of record Nov. 15, 1961, without closing the stock transfer books.

## Business Goal Set At \$682

The Torrancia small business section of the 1961-62 Community Chest campaign will go after a goal of \$682, according to business chairman, Ed Gregory.

Gregory announced this Tuesday at a kick-off meeting held here.

He urged volunteer workers to solicit early and finish the campaign early.

"It's not a big quota and we shall have no real trouble in putting it over the top," Gregory said.

"By making an early start in soliciting for gifts, we will also finish our campaign early too," he concluded.

Community Chest now supports 170 agencies throughout the entire Los Angeles area.

These charitable agencies provide services for this community such as guiding and training youth; prevention of family breakdown; hospitals, clinics and health services fighting disease and illness and care for homeless children, or those in trouble.



**SMALL BUSINESS WORKERS . . .** In the Torrancia Community Chest campaign get acquainted with each other after receiving kits at a recent kickoff meeting in the Palms Restaurant. Left to right, sitting, are Ozzie Malini, section chairman; Ed Gregory, Torrancia section chairman, and Bill Chamberlain, also section chairman. Standing are Don Dirks, Torrancia business chairman, and Clarence Olson, a section chairman.



**MAPPING PLANS . . .** For the Torrancia residential Community Chest campaign which is scheduled for Nov. 2, are members of the Nativity Catholic Church in Torrancia. Left to right are Mmes. Frank Kristufek, section chairman, Charles Butterfield, division chairman, and Rev. John Cremins and section chairman Mrs. Joseph Comore.

## Successful Author Gives Tips to Manuscripters

Charlotte Armstrong, "Edgar"-winning mystery author, speaking at a recent meeting of Southwest Manuscripters, said, "A professional story differs from an amateur story because of the fact that it is whole, it is complete, it is an entity in itself."

"A story, as a painting, may have various masterful parts," said Miss Armstrong, "and yet be nothing. A good story, as all art, stands alone, has a form of its own, and has a constant style."

**MISS ARMSTRONG**, author of 15 successful mystery novels, two Broadway plays, and numerous short stories appearing in such magazines as the Saturday Evening Post and Redbook, advises aspiring writers to read the collections of best stories.

"In the anthologies," she says, "you can learn to recognize this quality of 'wholeness' in a story."

Noting that television is the big present-day market for fiction, Miss Armstrong still advises writers to enter it through the short-story door. "A good published short story brings you credit and an agent, two requisites for a breakthrough into television. But in the meantime, watch television carefully, observe especially the camera techniques, and write with an eye toward this medium."

**LOREN ROBERTS**, Manuscripter president, announced award winners in the club's recent playwriting contest. Maxine Peters won top prize with her play, "Memory of a Stranger." Second-place honors went to Fae Donna Cooley for her "Road to Bethlehem." And Bernie Miller received honorable mention with "Accuser from the Grave."

Roberts urges all Manuscripter members wishing to submit entries in the annual Christmas contest to have manuscripts in by the Nov. 17th meeting. This contest, differing from

past years, is thrown open to both professionals and amateurs, and a Christmas theme is not necessary.

The writing can be in any of four categories: short story, limit 3,000 words; plays, one-act or 30 pages with the exception of TV plays which may be longer; articles, limit 2,000 words; and poetry, limit 24 lines.

**BETTY ROOKER**, Manuscripter member, reported sale of a short story this past month to Sunday Digest.

All those interested in writing, professional or beginner, are invited to the next Manuscripters meeting at Clark Stadium, 861 Valley Drive, Hermosa Beach, Nov. 17, at 8 p.m. For further information call Mary Edith Lindsay, secretary, at FR 2-6159.



**STEPPING OUT . . .** Delivering Community Chest United Way campaign posters to Torrancia stores are North Torrancia Camp Fire Girls Karen Karaszewski, left; Vickie West and Karen Kern, all aged 11. Others who helped in delivering the posters were Margo Marsh, Anna Marie Flynn, Beverly Dawson, Linda Karaszewski, Theresa Joyce, Jeanette Shoberg, and Virginia Gagne, all aged 11.



**TORRANCIA CHEST VOLUNTEERS . . .** Who attended the formal Community Chest kickoff luncheon at the Biltmore Hotel in Los Angeles, Oct. 18, are Mmes. Alan Hickman, left, section chairman; Conrad Jackson, division chairman; William J. Stratton, volunteer walker, and Stanley Mittleman, section chairman. All will take part in a concerted drive Nov. 2 in the North Torrancia residential part of the Chest campaign.



**SORTING CAMPAIGN KITS . . .** For Community Chest residential campaign in Torrancia are section chairmen Mmes. Frank Snyder, left, Joseph Jay and Lester Zucker. The trio was among dozens of other residential leaders from the Harbor area who attended a final briefing session for the campaign.

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THE UNITED WAY  
COMMUNITY  
CHEST